

system along with an indication of the button that was pressed. The client system would record the data as a new record if it were such or overwrite a current record with this data accordingly. Section C also contains a GET button and data entry box that permits the customer to rapidly retrieve any selected record. For example, if the customer had printed a copy of their guest list previously, they could enter a guest record number shown on that list by typing that number in the data entry box and pressing a Get Record button. FIG 5, section C shows a RETURN button that is used to indicate that the customer is finished with this data entry form and wishes to return to a menu of other activities, e.g., to access a different form or to initiate the individualization printing process.

FIG. 6 is a flow diagram of a routine that implements printing on either the server side or the client side. Server side printing includes printing a sample for delivery to the customer for approval or for printing the complete order. Client side printing serves to print reports or a plain paper replica of the printed product, or when the client side has an inventory of stock or objects on which the indicia will be printed, printing may be made on the client side. The server system sends a form to the client system requesting the customer to advise if the print request is for the server side or client side. Based on the customer response, step 601 branches accordingly. If the customer desires, they can print a single sample of one of the uniquely individualized products as a picture of that product on plain paper, print a sample of their entire order, or print the complete order if they have the necessary stock or objects and a suitable printer. If, as a result of step 607, a sample is desired, step 608 might select a specific database record. Step 607 would then send a request to the server system for that record and the server system would respond back to the client system with the appropriate record. At that point, the customer could press the print button on his browser in step 609 and cause the print operation to occur. If the customer desired a sample of all records or desired to print on the stock or objects, step 607 would create a batch file, step 611, and format the data on one or more web pages for subsequent printing on the client system.

If the customer is ready for the final order to be printed on the server side, step 607 branches to test for stock availability in step 602. If the stock is not available, step 603 simply places the order on hold until stock becomes available. When the stock is on-hand, step 604

might request that someone physically place the stock into the printing apparatus and in step 605, format the data based on template variables and initiate printing in step 606.